

Rep Order# 8863444
EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 09/26/2012 6:17 PM
Last Received: 09/13/2012 9:33 AM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

— CONTRACT COMMENT —

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR BERKLEY. PLEASE CONFIRM.

THANKS

STEFAN/MIKE

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Historic Weather

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Agency C/P1/P2/E
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Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	18	SA	500P-700P	Buyline Comment: NEWS	:30	\$185.00	11/03-11/03	3	1	3	\$555.00	
	19	TU-F	500P-630P	Buyline Comment: NEWS	:30	\$400.00	10/30-11/02	12	1	12	\$4,800.00	
	20	M	500P-630P	Buyline Comment: NEWS	:30	\$400.00	11/05-11/05	3	1	3	\$1,200.00	
	21	TU-F	400P-500P	Buyline Comment: NEWS	:30	\$350.00	10/30-11/02	8	1	8	\$2,800.00	
	22	M	400P-500P	Buyline Comment: NEWS	:30	\$350.00	11/05-11/05	2	1	2	\$700.00	
	23	SA	700P-800P	Buyline Comment: ET WKND	:30	\$165.00	11/03-11/03	1	1	1	\$165.00	
	24	TU-F	700P-800P	Buyline Comment: ET/INSDR	:30	\$300.00	10/30-11/02	8	1	8	\$2,400.00	
	25	M	700P-800P	Buyline Comment: ET/INSDR	:30	\$300.00	11/05-11/05	2	1	2	\$600.00	
	26	TU-F	630P-700P	Buyline Comment: INS EDIT	:30	\$275.00	10/30-11/02	4	1	4	\$1,100.00	
	27	M	630P-700P	Buyline Comment: INS EDIT	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
	28	TU	800P-900P	Buyline Comment: NCIS	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	

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PHILADELPHIA, PA 19103
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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5888

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Rep Firm _____
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5884
Salesperson FAX# 202-872-0264

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Rep Firm _____
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5888
Salesperson FAX# 202-872-0161

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—REPORT TOTALS—

Report Totals: 180 / \$73,485.00

—SALES MONTHLY TOTALS—

Nov 12: 180 / \$73,485.00

Sales Totals: 180 / \$73,485.00

Station Totals: 180 / \$73,485.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$244,950	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+